

# What's News in Egypt?

USIS-CAIRO "HEADLINE REPORT"

PRESS SECTION, AMERICAN EMBASSY

"What's News" is prepared to give American readers a quick, at-a-glance, objective poll of Egyptian newspaper interest; to show what Egyptian papers are "playing up" and what they are "playing down." Where possible, it cross-sections the press--right, left and center--concentrating on major and most influential papers. Topics are listed in the order of the importance given them by editors...and thus are listed in the order in which they claim the eyes of Egyptian newspaper readers.

Explanation of the poll system appears on reverse of this page.

Papers of

Aug. 20, 1948

"Ahram"

"Assas"

"Ikhwan"

"Kotla"

"Sawt el Umma"

Subject:

Points:

Papers using:

## ARABIC PRESS

PALESTINE -- General situation; action; Britain, U.S., France and Canada submit cease-fire draft for Jerusalem to Security Council (Ah); Truman's says U.S. Palestine observers are U.N. and not U.S. force; (Ah,I); Jews inconsiderate of international law; Bernadotte says situation in Jerusalem getting out of hand, asks Security Council to take prompt measures; will civil war break out in so-called Israel? (As,K,S); Military meeting in Damascus and declaration of general mobilization (I)...	178	Ah,As,I,K,S.
MOSCOW TALKS -- Optimism again; Western envoys expect to meet Stalin; East and West agree on the principle of holding Foreign Ministers meeting (Ah); postponing German Government in exchange for lifting Soviet blockade on Berlin? (Ah,K)...	55	Ah,As,I,K.
SIR RONALD CAMPBELL meets Mr. Bevin; Anglo-Egyptian relations not to be discussed now...	27	Ah,K,S.
DANUBE CONFERENCE over; U.S. does not recognize new Convention; Danube case to be submitted to International Court of Justice?...	25	Ah,As,K,S.
LEBANON -- Arab Parliamentary Union hold first meeting yesterday...	20	Ah,As,K,S.
GREECE -- Civil War...	11	Ah,I.
ECOSOC - Egyptian and Lebanese delegates protest against postponing the discussion of M.E. Economic Mission to next year...	9	Ah.
TOKYO -- American tanks force 1,000 Japanese on strike to leave their stronghold...	9	S.
BRITAIN supports Dutch imperialism and refuses to recognize the Government of the Indonesian Republic...	8	I.

#### HOW THIS REPORT IS PREPARED...

"What's News" does not translate news stories, nor attempt to reflect the individual point of view of any faction or newspaper. By an objective statistical conversion of "headline bigness," "story placement" and "display" into figures, it attempts to show a general picture of how the newspapers of Egypt rate current news.

To give this picture, every story on the major news pages of a representative group of newspapers in each language is given a "point value," based on story display and position.

These point values are reached as follows:

1. A single-column headline is given an arbitrary value of two points. A two-column headline rates four points. A three-column headline earns six -- etc. The basic point value of a story is set at twice the width of its headline.
2. Three points are added to the value of all stories published on "Page One"... and an additional two points are added to each story published in the top third of Page One. Thus an eight-column "banner" headline on Page One rates sixteen points, plus three points, plus two points -- 21 points.
3. After all stories in the newspapers covered are evaluated in this manner, the total score for each item of news (regardless of what phase of the story the individual newspaper "plays up") is added, for the entire cross-sectioned group of newspapers. By choosing papers right, center and left, partisan considerations in giving prominence to news are "balanced out". Thus, if the Wafd gives a story banner headlines and the Administration omits, the score for this story, even though it is bannered in a Wafd paper, will be no more than the score for a story given four-column headlines in both Administration and Opposition newspapers.
4. The identical system is used in evaluating the Arabic and French press, except that the Arabic report, because of the Egyptian custom of bulking international news on Page One, and major local news on Page 2, scans both these pages. The French analysis covers "Page One". The English Press is not evaluated because only a single newspaper appears mornings, another afternoons, and American readers can see immediately the value accorded specific items by the "entire" morning and evening English Press.
5. "Editorial Report" simply lists the subjects of major editorials (as opposed to news items) in the press, by newspapers, for the convenience of those seeking comment on a specific subject.

#### • WHY THIS REPORT IS PREPARED...

USIS has "evaluated" the news in less formal fashion for some time, in order to guide its work. No "Information Service" can operate into a void; it must know what subjects are of most vital interest to the papers it services.

Because it has seemed probable that other Embassy officials and Americans, unable to read the Arabic and French press daily for themselves, would find a "shorthand report" of this sort valuable as a barometer of local press (and thus, to a degree, public) interest, the above means was devised to pass along the daily USIS look at the news.

-2-

Subject:	Points:	Papers using:
U.S. views Kosenkina case with concern (USIS)...	7	I.
LONDON -- Big air maneuvers in Britain to begin September 3...	7	I.
WASHINGTON -- Atomic factory workers in New Mexico on strike...	7	Ah.
PRESIDENT TRUMAN denies Un-American Activities Committee's right to investigate espionage case...	6	As.
U.S.-Soviet espionage campaign...	6	K.
FRENCH PRESS welcomes European Parliament but doubts its realization under present circumstances...	5	Ah.
RANGOON -- Situation gets worse against Britain in Burma...	5	S.
CEYLON's Premier might leave for Lake Success to work for membership in U.N....	4	Ah.
ALEXANDRIA -- New U.S. Ambassador expected to arrive at Alexandria on Monday...	2	Ah.
DAMASCUS -- Mardam forms new Cabinet...	2	S.
HYDERABAD to submit its case to U.N....	2	Ah.

FRENCH PRESS

PALESTINE -- Mediator says situation in Jerusalem is getting out of hand and asks Security Council to take prompt action to stop fighting in Jerusalem; U.S. won't send American forces to Palestine; Refugees problem; Civil war between Jews? (J)...	46	J,P.
U.S. ESPIONAGE AFFAIR -- Truman denounces spy hearing as unconstitutional (J); American note to Russia: U.S. did not kidnap Kosenkina...	25	J,P.
MOSCOW TALKS -- Stalin may attend today's meeting at Kremlin, which is likely to be decisive...	19	J,P.
BERLIN -- Russian protest to American authorities that American airlift planes were flying over Soviet headquarters; Germans injured by Russians as they flee into U.S. Zone...	18	J,P.
GREECE -- More guerrilla positions fall on Grammos front...	17	J,P.
FRANCE -- Reynaud tells French people in a national broadcast: 'fight inflation'...	12	J,P.
YUGOSLAVIA -- Rumanian Press blames Tito for assassination of General Jovanovic...	12	J,P.

-3-

Subject:	Points:	Papers using:
LEBANON -- Inauguration of Arab Parliamentary Union...	12	J,P.
EGYPT -- No answer to Mokrashy Pasha's protest on Jewish truce violations; "We must be patient," says Azzam Pasha....	9	J.
HYDERABAD to submit its case to U.N....	8	J,P.
NEW U.S. AMBASSADOR to Egypt arrives August 23 (USIS)...	6	J.
NEW ZEALAND goes back to sterling bloc...	6	J.
DANUBE PROBLEM -- Will it be submitted to International Court of Justice?...	6	P.

EDITORIALSFRENCH PRESS:

This Strange Truce -- "Journal d'Egypte."

Opening of the 17th Conference of the International Red Cross -- "Progres Egyptien."

ARABIC PRESS:

Two Republics in Korea -- "Ahram."  
The Sudan Between Egypt and Britain -- "Ahram."

Universal Conspiracy -- (on Jews) -- "Assas."

Real Estate Ownership Is Sovereignty -- (calling to forbid foreigners from owning real estate in Egypt) -- "Ikhwan."  
Poor is the Woman -- (attacking her going out of home) -- "Ikhwan."

UNESCO and World Peace -- "Kotla."

High Prices and the Responsibility of the People -- (on punishing those who buy as well as those who sell without regard for government tariffs) -- "Sawt el Umma."

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